

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A tangible non-transitory computer readable information storage medium comprising:

AV data; and

a markup document configured to be utilized to reproduce the AV data in an interactive mode comprising a full mode and an embedded mode;

wherein the markup document comprises first event information that, when read by an ENAV engine, causes the ENAV engine to inform, by default, an AV playback engine, which plays back the AV data, of an occurrence of a key input event corresponding to a user action, and second event information that, when read by the ENAV engine, causes the ENAV engine to prohibit informing the AV playback engine, which decodes the AV data, of the occurrence of the key input event; and,

wherein the first event information comprises event registration information to check whether the user performed the action and event handling information to handle the event by controlling an operation of the AV playback engine when the key input event occurs, and

wherein the first event information and the second event information are read by the ENAV engine when the AV data is reproduced in the interactive mode comprising the full mode and the embedded mode.

2. (Canceled)

3. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein:

the event registration information is recorded using an on-click event defined in the markup document; and

the event handling information is created by a function that allows the AV playback engine to perform an operation corresponding to the on-click event.

4. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein:

the event registration information is recorded using a key input event listener to check whether the key input event occurs; and

the event handling information is recorded using a key input event handler to control the operation of the AV playback engine.

5. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein the AV playback engine is informed of the occurrence of the key input event via the ENAV engine that interprets and executes the markup document.

6. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein the AV playback engine is informed of the occurrence of the key input event via an interface handler in the ENAV engine that interprets and executes the markup document.

7. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 6, wherein the interface handler transmits a playback control command to implement a predetermined operation of the AV playback engine corresponding to the key input event.

8. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein the first event information is written using at least one of script language and markup language.

9. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 8, wherein the first event information is written using at least one of JavaScript language and XML language.

10. (Canceled)

11. (Currently Amended) The non-transitory tangible computer readable information storage medium of claim 1, wherein the second event information is recorded using an Application Program Interface (API).

12. (Currently Amended) A non-transitory tangible computer readable information storage medium, comprising:

AV data; and

a markup document configured to be utilized to reproduce the AV data in an interactive mode comprising a full mode and an embedded mode;

wherein the markup document comprises first event information that, when read by an ENAV engine, causes the ENAV engine to inform, by default, an AV playback engine, which

plays back the AV data, of an occurrence of a key input event corresponding to a user action, while operating in the interactive mode, and second event information that, when read by the ENAV engine, causes the ENAV engine to prohibit informing the AV playback engine, which decodes the AV data, of the occurrence of the key input event; and,

wherein the first event information comprises event registration information to check whether the user performed the action and event handling information to handle the event by controlling an operation of the AV playback engine when the key input event occurs, and

wherein the first event information and the second event information are read by the ENAV engine when the AV data is reproduced in the interactive mode comprising the full mode and the embedded mode.

13. (Currently Amended) A method of handling a user input in an interactive mode comprising a full mode and an embedded mode, in which played back AV data is displayed with a markup document, the method comprising:

when a key input event corresponding to a user action occurs,;

informing an ENAV engine, which interprets and executes the markup document, of the occurrence of the key input event;

informing, by default, by the ENAV engine, an AV playback engine, which plays back the AV data, of the occurrence of the key input event; and

prohibiting, when a second event occurs using second event information recorded in the markup document, the AV playback engine from being informed of the occurrence of the key input event;,

wherein the informing of the ENAV engine of the occurrence of the key input event comprises creating the key input event using first event information recorded in the markup document, the informing of the AV playback engine of the occurrence of the key input event comprises transmitting a playback control command corresponding to the key input event to the AV playback engine to handle the key input event, and the markup document includes event registration information to check whether the user performed the user action, and

wherein the first event information and the second event information are read by the ENAV engine when the AV data is reproduced in the interactive mode comprising the full mode and the embedded mode.

14. (Currently Amended) The method of claim 13, wherein:

the informing of the ENAV engine of the occurrence of the key input event comprises creating the key input event using an onclick event that occurs by clicking on a button made in

the markup document, the onclick event being the first event information recorded in the markup document; and

the informing of the AV playback engine of the key input event comprises transmitting a playback control command corresponding to the onclick event to the AV playback engine to handle the onclick event.

15. (Previously Presented) The method of claim 13, wherein the prohibiting comprises creating the second event according to the second event information which is recorded using an Application Program Interface (API).

16. (Previously Presented) The method of claim 13, further comprising:
controlling the markup picture in correspondence with a third event which occurs according to a third event information recorded in the markup document.

17. (Currently Amended) An apparatus to reproduce AV data in an interactive mode comprising a full mode and an embedded mode, the apparatus comprising:

an AV playback engine that playsconfigured to play back the AV data; and
an ENAV engine that interprets and executes a markup document;

wherein, when a key input event corresponding to a user action occurs, the ENAV engine informs, by default, the AV playback engine of the occurrence of the key input event, and allows the key input event to occur using first event information written in the markup document, which includes event registration information to check whether the user performed the action; and,

wherein, when a second event occurs, the ENAV engine refrains from informing the AV playback engine of the occurrence of the key input event based on second event information recorded in the markup document, and

wherein the first event information and the second event information are read by the ENAV engine when the AV data is reproduced in the interactive mode comprising the full mode and the embedded mode.

18. (Previously Presented) The apparatus of claim 17, wherein the ENAV engine generates an API command to control the AV playback engine, in response to the key input event corresponding to the user action.

19. (Previously Presented) The apparatus of claim 17, wherein, when the key input event occurs using the first event information, the ENAV engine transmits a playback control command corresponding to the key input event to the AV playback engine to handle the key input event.

20. (Previously Presented) The apparatus of claim 17, wherein when an onclick event occurs using the first event information, the ENAV engine transmits a playback control command corresponding to the onclick event to the AV playback engine to handle the onclick event.

21. (Previously Presented) The apparatus of claim 17, wherein the ENAV engine comprises an interface handler that informs the AV playback engine of the occurrence of the key input event.